

MAP OF AREA

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Source: OS Open Data 2018

Area: P04620_Thomas Henry, Maryport, CA15 6BT (0.50 Mile contour)

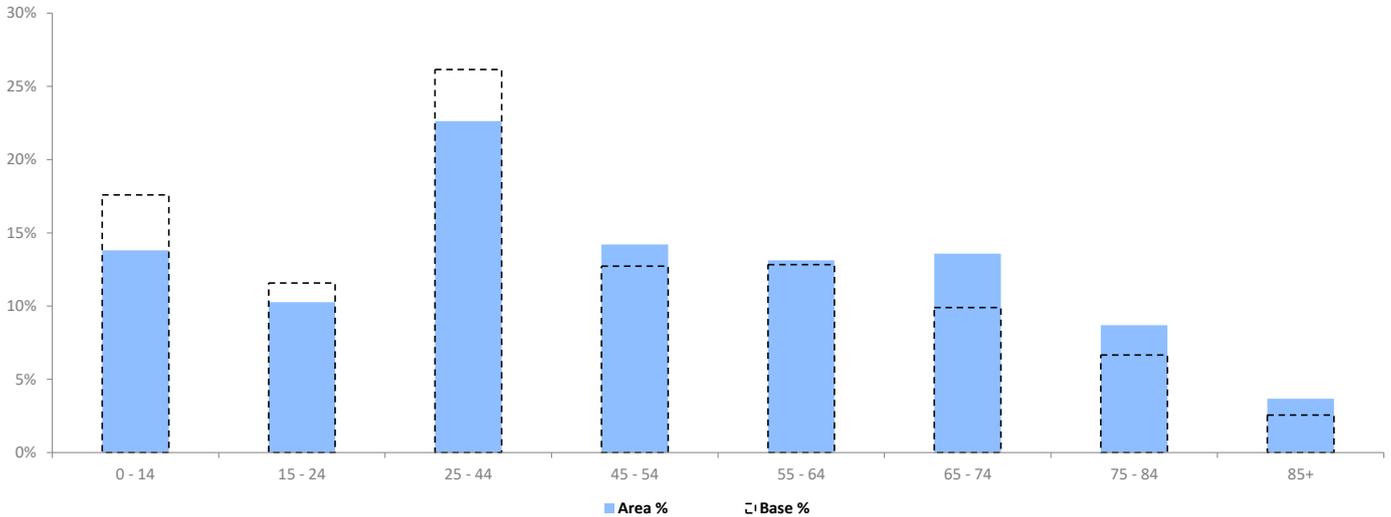


POPULATION PROJECTIONS

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Area: P04620_Thomas Henry, Maryport, CA15 6BT (0.50 Mile contour)
 Base: Great Britain
 Year: 2022

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	706	13.8	17.6	78			
15 - 24	525	10.3	11.6	89			
25 - 44	1,157	22.6	26.2	87			
45 - 54	726	14.2	12.7	112			
55 - 64	671	13.1	12.8	102			
65 - 74	694	13.6	9.9	137			
75 - 84	445	8.7	6.7	131			
85+	188	3.7	2.6	144			
Total population	5,112						



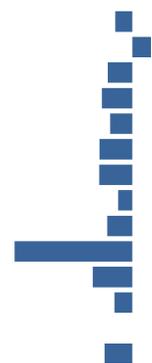
EXPENDITURE

© 2023 CACI Limited and all other applicable third party notices (COICOP Expenditure) can be found at www.caci.co.uk/copyrightnotices.pdf

Area: P04620_Thomas Henry, Maryport, CA15 6BT (0.50 Mile contour)
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 Year: 2022

EXPENDITURE ESTIMATES PER WEEK

	Area Spend	Area spend per hhs	Base spend per hhs	Index av=100	0	100	200
COICOP Categories							
1. Food & non-alcoholic beverages	£153,646	£64.97	£73.74	88			
2. Alcoholic beverages, tobacco and narcotics	£73,242	£30.97	£27.43	113			
3. Clothing & Footwear	£82,226	£34.77	£41.92	83			
4. Housing, water, electricity, gas and other fuels	£172,447	£72.92	£92.23	79			
5. Furnishings, equipment and routine maintenance	£79,049	£33.42	£39.49	85			
6. Health	£31,012	£13.11	£16.97	77			
7. Transport	£210,127	£88.85	£115.30	77			
8. Communication	£31,227	£13.20	£14.64	90			
9. Recreation & Culture	£196,563	£83.11	£100.48	83			
10. Education	£10,000	£4.23	£22.34	19			
11. Restaurants & Hotels	£141,631	£59.89	£82.30	73			
12. Miscellaneous goods and services	£217,369	£91.91	£104.94	88			
Total Expenditure	£1,398,539	£591.35	£731.77	81			



Expenditure calculated for RF Centres includes weighted residential, worker and tourist spend; for RF catchments it includes weighted residential spend only. For all other catchments it includes residential, online and domestic tourist spend (all spend originating from these areas).

The figures are calculated from data from the Living Costs and Family (LCF) survey conducted by the Office for National Statistics. The analyses in this report are carried out by CACI and those who carried out the original collection and analysis of the data bear no responsibility for their further analysis or interpretation. The spend figures are based on current prices for the year stated at the top of the report. The Classification of Individual Consumption by Purpose (COICOP) is published by the UN Statistics Division to provide an international standard for the reporting of expenditure. Totals are controlled to national figures supplied by ONS Consumer Trends.

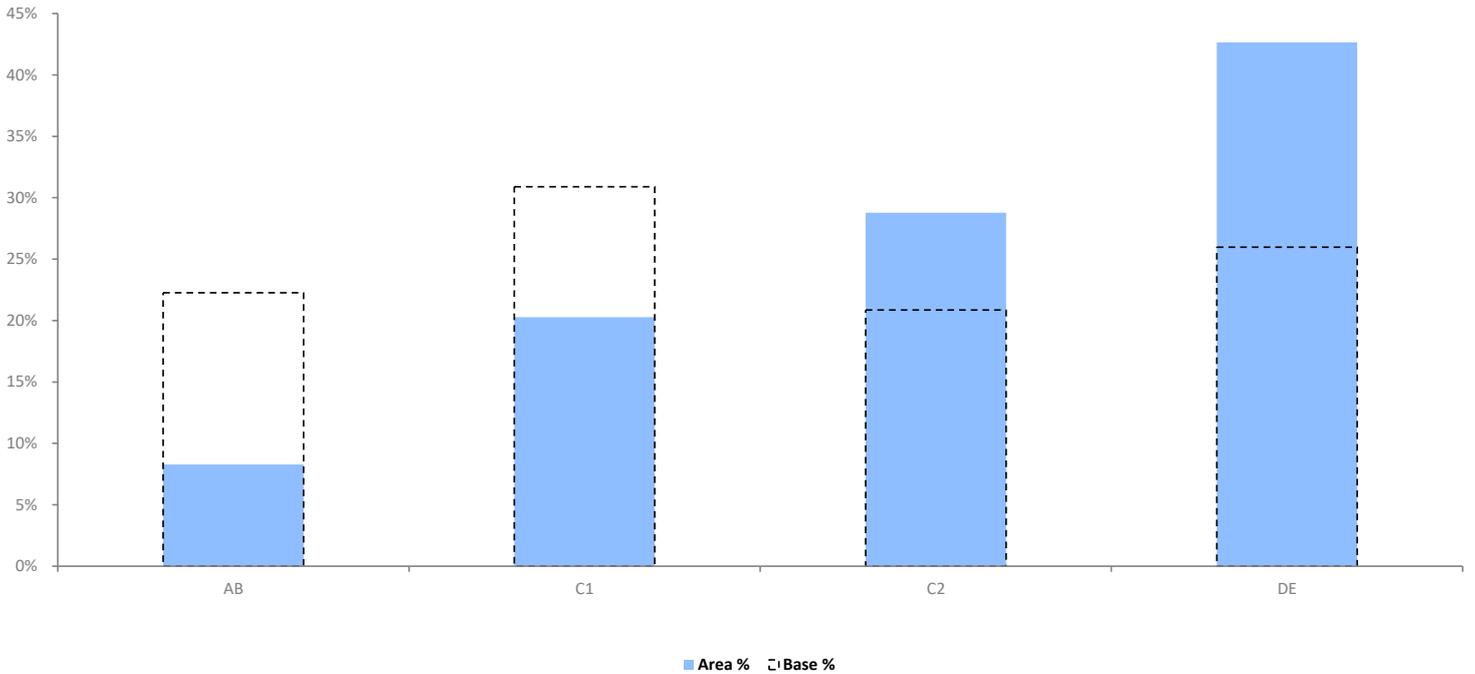
UP TO DATE DEMOGRAPHICS

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Area: P04620_Thomas Henry, Maryport, CA15 6BT (0.50 Mile contour)
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SOCIAL GRADE

	Area Profile	Area %	Base %	Index av=100	0	100	200
AB: Higher or intermediate managerial/admin/professional	195	8.3	22.3	37			
C1: Supervisory, clerical, jr managerial/admin/professional	477	20.3	30.9	66			
C2: Skilled manual workers	677	28.8	20.9	138			
DE: Semi-skilled and unskilled manual workers /on state benefit,unemployed, lowest grade workers	1,003	42.6	26.0	164			
Total household reference persons aged 16 to 64	2,352						



CGA LICENCED PREMISES

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Area: P04620_Thomas Henry, Maryport, CA15 6BT

Base: Great Britain

Year: 2022

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	9	176.1	82.8	213			
Proprietary Club	0	0.0	7.5	0			
Registered Club	10	195.6	28.7	681			
Restaurant	1	19.6	32.5	60			
Residential	0	0.0	2.8	0			

Name	Description	License Type	Owner Name	Postcode
Grasslot Working Mens Club & Institute	Independent Free	Registered Club	Independent Free	CA15 8DD
Sailors Return	Trust Inns Limited	Pubs & Full On	Trust Inns Limited	CA15 6AJ
Middle Tap Bar	Independent Free	Pubs & Full On	Independent Free	CA15 6AB
Golden Lion Hotel	Unknown	Pubs & Full On	Unknown	CA15 6AB
Lifeboat Inn	Independent Free	Pubs & Full On	Independent Free	CA15 6AB
Phoenix Tap	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	CA15 6BG
Maryport Labour Club	Independent Free	Registered Club	Independent Free	CA15 6BL
Thomas Henry	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	CA15 6BT
Flemming Place Social Club	Independent Free	Registered Club	Independent Free	CA15 6ES
Butchers Arms	Trust Inns Limited	Pubs & Full On	Trust Inns Limited	CA15 6JX
Netherhall Old Boys Rugby Club	Independent Free	Registered Club	Independent Free	CA15 6JX
Waverley Hotel	Independent Free	Pubs & Full On	Independent Free	CA15 6LW
Maryport Social Club	Independent Free	Registered Club	Independent Free	CA15 6NE
Maryport Rugby League Club	Independent Free	Registered Club	Independent Free	CA15 6NE
Maryport Bowling Club	Independent Free	Registered Club	Independent Free	CA15 7LT
Royal Naval Club	Independent Free	Registered Club	Independent Free	CA15 8AB
Glasson Rangers Amateur Rugby League	Independent Free	Registered Club	Independent Free	CA15 8EJ
Netherhall Rugby Club	Independent Free	Registered Club	Independent Free	CA15 6NT
Maryport Tandoori Restaurant	Independent Free	Restaurant	Independent Free	CA15 8AB
Wave Centre	Independent Free	Pubs & Full On	Independent Free	CA15 8AD

MAP OF AREA

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Area: P04620_Thomas Henry, Maryport, CA15 6BT (0.50 Mile contour)



KEY

- Large pub co's & bars
 - Admiral Taverns Ltd
 - Ei Group
 - Greene King
 - Marston's
 - Mitchells & Butlers
 - Punch Pub Company
 - Stonegate Pub Company
 - Star Pubs & Bars
 - Wetherspoon
 - Whitbread
 - Shepherd Neame
- Small to medium pub co's & bars
- Family Brewers with pubs
- Hotels
- Restaurants
- Leisure
- Independent
- Other
- Site Location
- Boundary

ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: P04620_Thomas Henry, Maryport, CA15 6BT (0.50 Mile contour)
Base: Great Britain
Year: 2022

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
 1 Affluent Achievers	44	1.9	22.0	9		
 2 Rising Prosperity	1	0.0	10.3	0		
 3 Comfortable Communities	162	6.9	26.3	26		
 4 Financially Stretched	1,825	77.6	23.7	327		
 5 Urban Adversity	315	13.4	17.4	77		
 6 Not Private Households	5	0.2	0.3	64		
 Graph						
Total households	2,352					

Acorn Category Pen Portrait

4 Financially Stretched 12.2M UK Adults 23.1% of UK

Age range
All ages

Financial situation
Running into debt Saving a lot

Children at home
Mixed

House type
Semi-detached or terraced

House tenure
Social renting

Number of beds
1-3

Acorn Groups within Category 4: Financially Stretched

- K Student Life 13%
- L Modest Means 34%
- M Striving Families 34%
- N Poorer Pensioners 20%

This category contains a mix of traditional areas of Britain, including social housing developments specifically for the elderly. It also includes student term-time areas.

ACORN GROUP PROFILE - HOUSEHOLDS

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Area: P04620_Thomas Henry, Maryport, CA15 6BT (0.50 Mile contour)
Base: Great Britain
Year: 2022

Acorn Group Description	Area Profile	% for Area	% for Base	Index	0	100	200
1. Affluent Achievers							
1.A Lavish Lifestyles	0	0.0	1.1	0			
1.B Executive Wealth	0	0.0	11.2	0			
1.C Mature Money	44	1.9	9.6	19			
2. Rising Prosperity							
2.D City Sophisticates	0	0.0	4.0	0			
2.E Career Climbers	1	0.0	6.3	1			
3. Comfortable Communities							
3.F Countryside Communities	28	1.2	5.7	21			
3.G Successful Suburbs	82	3.5	5.9	59			
3.H Steady Neighbourhoods	35	1.5	7.4	20			
3.I Comfortable Seniors	17	0.7	2.9	25			
3.J Starting Out	0	0.0	4.4	0			
4. Financially Stretched							
4.K Student Life	0	0.0	2.5	0			
4.L Modest Means	1,010	42.9	7.9	540			
4.M Striving Families	422	17.9	7.5	240			
4.N Poorer Pensioners	393	16.7	5.8	287			
5. Urban Adversity							
5.O Young Hardship	143	6.1	6.2	98			
5.P Struggling Estates	98	4.2	5.9	70			
5.Q Difficult Circumstances	74	3.1	5.3	59			
6. Not Private Households							
6.R Not Private Households	5	0.2	0.3	64			
Total households	2,352						

Acorn Group Pen Portrait

4 L Modest Means 4.1M UK Adults 7.7% of UK

Younger families in smaller homes with below average incomes. Those located in London have a significantly lower level of disposable income when compared to this group across the rest of the country.

CORE DEMOGRAPHICS



Age range: **25-44**
 Children at home: **3+**
 House tenure: **Privately renting**
 Family structure: **Single parent**
 Number of beds: **3**
 House type: **Terraced**

FINANCIAL PROFILE

Household income: UK **£35k** (Average: £10k), London **£42k** (Average: £16k)
 % Disposable income: UK **45%** (Average: 43%), London **32%** (Average: 28%)
 Financial situation: **Running into debts** to **Saving a lot**

BRANDS

SHOPPING: The Works, M&Co, Range, NEW LOOK
 LEISURE: Hamptons, KFC, Frankie & Benny's, GREGGS
 WEBSITES: ebay, sky, Argos, LAD BIBLE

DIGITAL

ATTITUDES
 I worry about online security: **58%** (UK average: 58%)
 Shopping online makes my life easier: **61%** (UK average: 62%)
 I love the ease of using chat bots to get answers: **32%** (UK average: 28%)

TOP BEHAVIOURS

Moderate internet usage, Uploads original content on social media, TV catch up via ITV hub



CATEGORY	GROUP	TYPE	MAP	WHAT IS ACORN?
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ACORN TYPE PROFILE - HOUSEHOLDS

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Area: P04620_Thomas Henry, Maryport, CA15 6BT (0.50 Mile contour)
 Base: Great Britain
 Year: 2022

Sort by: Corn Structure
 Index
 Profile %

Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
1. Affluent Achievers							
1.A Lavish Lifestyles							
1.A.1 Exclusive enclaves	0	0.0	0.1	0			
1.A.2 Metropolitan money	0	0.0	0.2	0			
1.A.3 Large house luxury	0	0.0	0.9	0			
1.B Executive Wealth							
1.B.4 Asset rich families	0	0.0	2.6	0			
1.B.5 Wealthy countryside commuters	0	0.0	2.4	0			
1.B.6 Financially comfortable families	0	0.0	2.2	0			
1.B.7 Affluent professionals	0	0.0	0.8	0			
1.B.8 Prosperous suburban families	0	0.0	1.5	0			
1.B.9 Well-off edge of towners	0	0.0	1.6	0			
1.C Mature Money							
1.C.10 Better-off villagers	18	0.8	3.0	25			
1.C.11 Settled suburbia, older people	22	0.9	2.8	33			
1.C.12 Retired and empty nesters	0	0.0	2.5	0			
1.C.13 Upmarket downsizers	4	0.2	1.3	13			
2. Rising Prosperity							
2.D City Sophisticates							
2.D.14 Townhouse cosmopolitans	0	0.0	0.7	0			
2.D.15 Younger professionals in smaller flats	0	0.0	1.5	0			
2.D.16 Metropolitan professionals	0	0.0	0.8	0			
2.D.17 Socialising young renters	0	0.0	1.0	0			
2.E Career Climbers							
2.E.18 Career driven young families	1	0.0	1.9	2			
2.E.19 First time buyers in small, modern homes	0	0.0	3.3	0			
2.E.20 Mixed metropolitan areas	0	0.0	1.0	0			
3. Comfortable Communities							
3.F Countryside Communities							
3.F.21 Farms and cottages	0	0.0	1.5	0			
3.F.22 Older couples and families in rural areas	5	0.2	1.0	21			
3.F.23 Owner occupiers in small towns and villages	23	1.0	3.2	31			
3.G Successful Suburbs							
3.G.24 Comfortably-off families in modern housing	0	0.0	2.7	0			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	82	3.5	2.4	145			
3.H Steady Neighbourhoods							
3.H.27 Suburban semis, conventional attitudes	33	1.4	3.4	41			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	2	0.1	2.3	4			
3.I Comfortable Seniors							
3.I.30 Older people, neat and tidy neighbourhoods	17	0.7	2.4	30			
3.I.31 Elderly singles in purpose-built accommodation	0	0.0	0.5	0			
3.J Starting Out							
3.J.32 Educated families in terraces, young children	0	0.0	2.1	0			
3.J.33 Smaller houses and starter homes	0	0.0	2.3	0			
4. Financially Stretched							
4.K Student Life							
4.K.34 Student flats and halls of residence	0	0.0	0.4	0			
4.K.35 Term-time terraces	0	0.0	0.3	0			
4.K.36 Educated young people in flats and tenements	0	0.0	1.9	0			
4.L Modest Means							
4.L.37 Low cost flats in suburban areas	60	2.6	1.4	178			
4.L.38 Semi-skilled workers in traditional neighbourhoods	128	5.4	2.6	207			
4.L.39 Fading owner occupied terraces	822	34.9	2.9	1,205			
4.L.40 High occupancy terraces, culturally diverse family areas	0	0.0	1.0	0			
4.M Striving Families							
4.M.41 Labouring semi-rural estates	14	0.6	1.6	38			
4.M.42 Struggling young families in post-war terraces	0	0.0	1.6	0			
4.M.43 Families in right-to-buy estates	12	0.5	2.1	25			
4.M.44 Post-war estates, limited means	396	16.8	2.2	768			
4.N Poorer Pensioners							
4.N.45 Pensioners in social housing, semis and terraces	3	0.1	0.8	16			
4.N.46 Elderly people in social rented flats	38	1.6	1.1	153			
4.N.47 Low income older people in smaller semis	171	7.3	2.3	322			
4.N.48 Pensioners and singles in social rented flats	181	7.7	1.7	446			
5. Urban Adversity							
5.O Young Hardship							
5.O.49 Young families in low cost private flats	61	2.6	2.2	120			
5.O.50 Struggling younger people in mixed tenure	82	3.5	1.8	197			
5.O.51 Young people in small, low cost terraces	0	0.0	2.3	0			
5.P Struggling Estates							
5.P.52 Poorer families, many children, terraced housing	50	2.1	1.6	135			
5.P.53 Low income terraces	0	0.0	0.8	0			
5.P.54 Multi-ethnic, purpose-built estates	0	0.0	1.1	0			
5.P.55 Deprived and ethnically diverse in flats	0	0.0	0.8	0			
5.P.56 Low income large families in social rented semis	48	2.0	1.6	126			
5.Q Difficult Circumstances							
5.Q.57 Social rented flats, families and single parents	0	0.0	1.5	0			
5.Q.58 Singles and young families, some receiving benefits	61	2.6	1.8	146			
5.Q.59 Deprived areas and high-rise flats	13	0.6	2.0	28			
6. Not Private Households							
6.R Not Private Households							
6.R.60 Active communal population	0	0.0	0.1	0			
6.R.61 Inactive communal population	5	0.2	0.3	78			
6.R.62 Business areas without resident population	0	0	0	0			
Total households	2,352						

CATEGORY GROUP TYPE **MAP** WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

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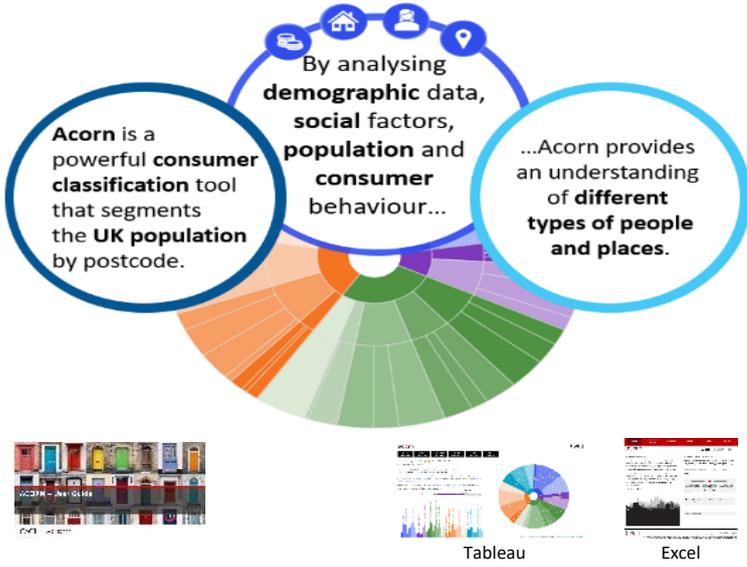
- Dominant Acorn Category
- % Affluent Achievers
- % Rising Prosperity
- % Comfortable Communities
- % Financially Stretched
- % Urban Adversity
- Dominant Acorn Group

- Acorn Groups**
- 1.A Lavish Lifestyles
 - 1.B Executive Wealth
 - 1.C Mature Money
 - 2.D City Sophisticates
 - 2.E Career Climbers
 - 3.F Countryside Communities
 - 3.G Successful Suburbs
 - 3.H Steady Neighbourhoods
 - 3.I Comfortable Seniors
 - 3.J Starting Out
 - 4.K Student Life
 - 4.L Modest Means
 - 4.M Striving Families
 - 4.N Poorer Pensioners
 - 5.O Young Hardship
 - 5.P Struggling Estates
 - 5.Q Difficult Circumstances
 - 6.R Not Private Households

Area boundary

ACORN - WHAT IS IT?

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6 CATEGORIES 18 GROUPS 62 TYPES

1. Affluent Achievers	A. Lavish Lifestyles	1-3
	B. Executive Wealth	4-9
	C. Mature Money	10-13
2. Rising Prosperity	D. City Sophisticates	14-17
	E. Career Climbers	18-20
	F. Countryside Communities	21-23
3. Comfortable Communities	G. Successful Suburbs	24-26
	H. Steady Neighbourhoods	27-29
	I. Comfortable Seniors	30-31
	J. Starting Out	32-33
4. Financially Stretched	K. Student Life	34-36
	L. Modest Means	37-40
	M. Striving Families	41-44
	N. Poorer Pensioners	45-48
5. Urban Adversity	O. Young Hardship	49-51
	P. Struggling Estates	52-56
	Q. Difficult Circumstances	57-59
6. Not Private Households	R. Not Private Households	60-62

1 Affluent Achievers

Age range: **55+**

Financial situation: Running into debt ↔ Saving a lot

Children at home: **0**

12.1M UK Adults

22.8% of UK

House type: **Detached**

House tenure: **Owned outright**

Number of beds: **4+**

These are some of the most financially successful people in the UK. They live in affluent, high status areas of the country. They are healthy, wealthy and confident consumers.

Acorn Groups within Category 1: Affluent Achievers

- A. Lavish Lifestyles: 6%
- B. Executive Wealth: 54%
- C. Mature Money: 40%

